IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Kazuhiro ISHIDA

Title: ADVERTISEMENT SYSTEM AND ADVERTISEMENT DISPLAY

METHOD

Appl. No.: 10/077,765

Filing Date: 02/20/2002

Examiner: Alvarez, Raquel

Art Unit: 3682

Confirmation 3462

Number:

TRANSMITTAL

Mail Stop AF Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

Sir:

Transmitted herewith is a reply in the above-identified application.

[X] The fee required for additional claims is calculated below:

					Extra				
	Claims		Previously		Claims				Additional
	Claims		Paid For		Present		Rate		Claims Fee
Total Claims:	17	-	21	=	0	Х	\$52.00	=	\$0.00
Independent Claims:	5	-	6	=	0	x	\$220.00	= -	\$0.00
First p	resentation	of ar	ıy Multiple [Deper	ndent Claims:	+	\$390.00	= .	\$0.00
					CLAIMS	FEE	E TOTAL	=	\$0.00

[X] Applicant hereby petitions for an extension of time under 37 C.F.R. §1.136(a) for the total number of months checked below:

[X] Extension for response filed within the first month:	\$130.00	\$130.00
[] Extension for response filed within the second month:	\$490.00	\$0.00
[] Extension for response filed within the third month:	\$1,110.00	\$0.00
[] Extension for response filed within the fourth month:	\$1,730.00	\$0.00
[] Extension for response filed within the fifth month:	\$2,350.00	\$0.00
EXTENSION F	EE TOTAL:	\$130.00
[] Statutory Disclaimer Fee under 37 C.F.R. 1.20(d):	\$140.00	\$0.00
CLAIMS, EXTENSION AND DISCLAIMER F	EE TOTAL:	\$130.00
[] Small Entity Fees Apply (subtract	½ of above):	\$0.00
Extension Fees Pre	viously Paid:	\$0.00
Г	OTAL FEE:	\$130.00

The above-identified fees of \$130.00 are being paid by credit card via EFS-Web.

The Commissioner is hereby authorized to charge any additional fees which may be required regarding this application under 37 C.F.R. §§ 1.16-1.17, or credit any overpayment, to Deposit Account No. 19-0741. Should no proper payment be enclosed herewith, as by the credit card payment instructions in EFS-Web being incorrect or absent, resulting in a rejected or incorrect credit card transaction, the Commissioner is authorized to charge the unpaid amount to Deposit Account No. 19-0741.

If any extensions of time are needed for timely acceptance of papers submitted herewith, applicant hereby petitions for such extension under 37 C.F.R. §1.136 and authorizes payment of any such extensions fees to Deposit Account No. 19-0741.

Please direct all correspondence to the undersigned attorney or agent at the address indicated below.

LACA_3034055.1 -2-

Respectfully submitted,

Date: September 9, 2011

FOLEY & LARDNER LLP Customer Number: 22428

Telephone: (202) 945-6014 Facsimile: (202) 672-5399 By: /Justin Mark Sobaje/

George C. Beck Attorney for Applicant Registration No. 38,072

Justin Mark Sobaje Attorney for Applicant Registration No. 56,252